

memreprise 

Field Usability Study

Our Team



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Full-stack
Developer



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Designer
Developer
PM



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Developer



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Developer

Outline

01

Problem,
Solution, &
Value Prop

02

Participants &
Environment

03

Tasks &
Procedure

04

Results &
Discussion

01

Introduction

Storytime



Problem

Music is **inherently social**.

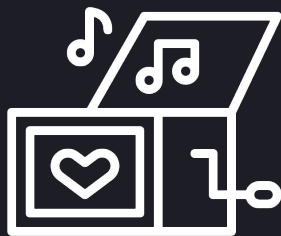
But, music streaming platforms today lack
engaging social features amidst their amazing
access to diverse music

Solution

We want to help people **foster relationships through music.**

Solution

We want to help people **foster relationships through music.**



Users can leave **music boxes** at places as gifts for friends.



Users can **explore what their community is listening to** geographically.

Testing Our Value Proposition

We offer a **social music-sharing mobile app** where users can:

- 📁 Gift songs
- 😲 Receive songs as gifts by surprise or in real-time
- 📌 Discover playlists at their pinned locations
- ~~🌐 Tune in to the music of community members nearby and around the world. (re-prioritized to V3!)~~

02

Participants & Environment

Participants:

- **Participation criteria:** Music lovers in variety of locations
- **Compensation:** \$15 Amazon gift card

Participants:

NINA, 24

Data Analyst

Environmental
Sciences and
Econ grad
student @ UC
Berkeley

Recruited
through Reddit

📍 Dorm lounge

(Not Compensated)

LUCAS, 21

AGPM /
Education
Undergrad @
UCSC

📍 Old Union

KARL, 21

CS Undergrad
@ Stanford

Asian, avid
music logger
(last.fm)

Recruited
through
interest in UX
research

📍 Library

SHELLEY, 70

Retired Teacher

Master's in
Education

Recruited
through network

📍 At home

(Not compensated)

JOSH, 22

Biotech founder

Musical theatre
star and avid
music
listener/sharer

📍 At home

(Not compensated)

Participants:



“NINA”

(did not share
photos)



LUCAS

(not photographed
during session)



KARL



SHELLEY



JOSH

03

Tasks & Procedure

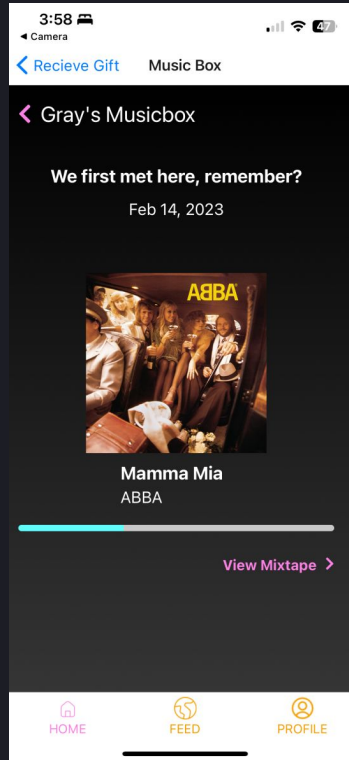
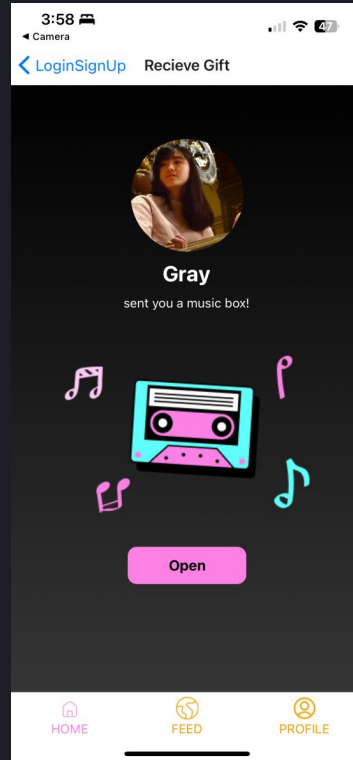
Tasks:

Task #1 **Accept a musicbox** from a friend

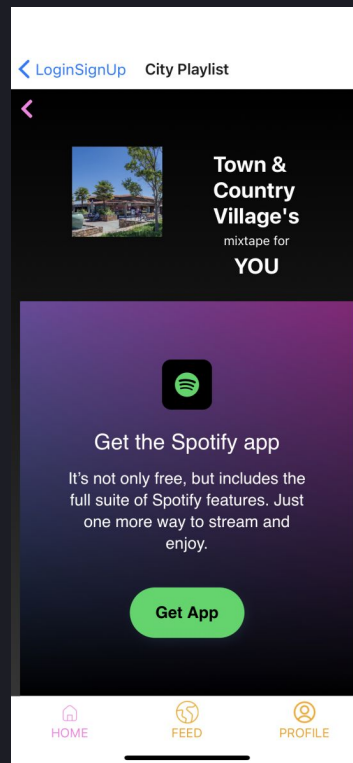
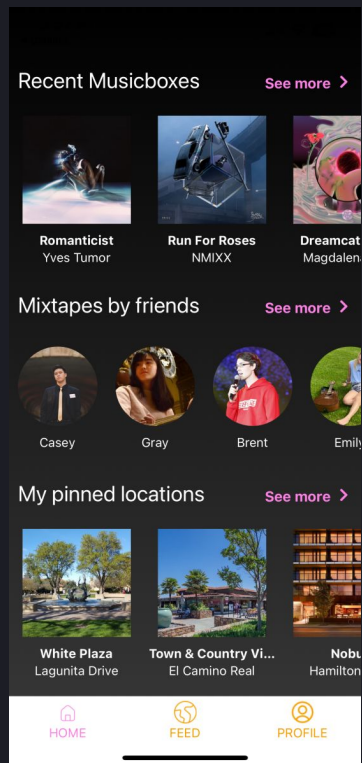
Task #2 **Discover a playlist** at a location (eg. Sigma Nu)

Task #3 **Send a musicbox** to a friend

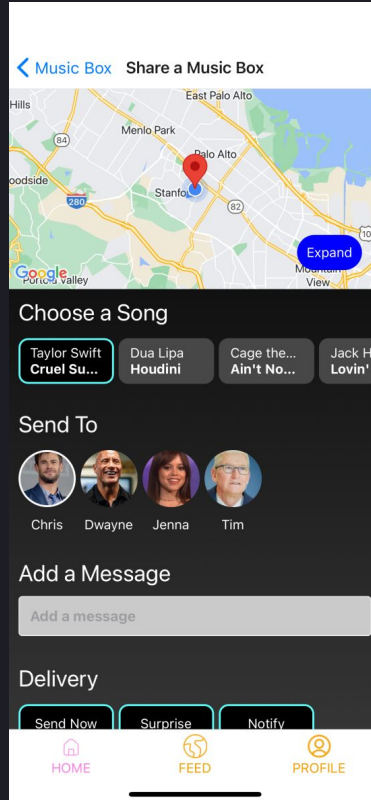
Task 1: Accept a music box



Task 2: Discover a playlist



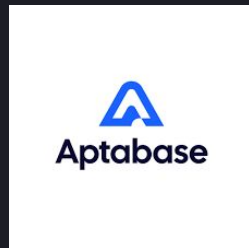
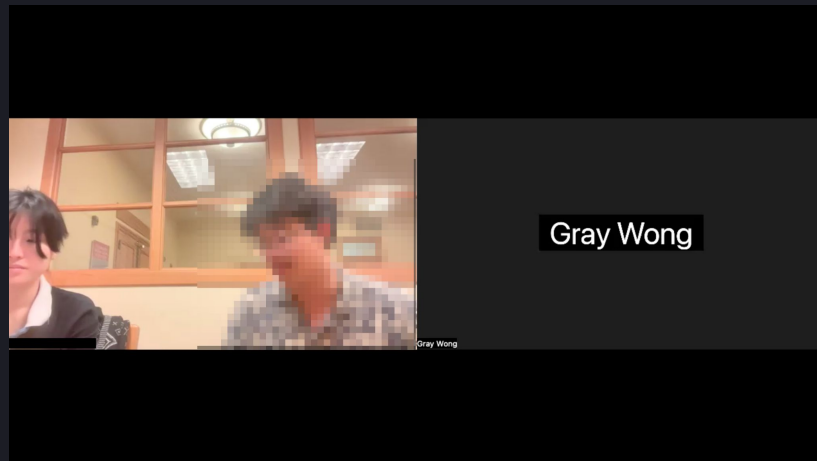
Task 3: Gift a musicbox



Apparatus

Tools

- Apta Base <https://aptabase.com>
- Expo Go w/ React Native
- Phone (screen/audio recording)
- Laptop (Zoom for video recording)



Procedure

Procedure:

- 1. Introduction & Consent** - Brief on study and consent for participation.
- 2. Task Briefing** - Explain tasks to participants.
- 3. Task Execution** - Participants perform tasks, using think-aloud protocol.
- 4. Feedback** - Collect qualitative feedback post-task.

Procedure

Measurements:

- **# clicks per task** - to measure task complexity
- **Time per task** - to measure task intuition
- **Qualitative feedback** - to measure user satisfaction

04.1

Results

User Analytics Results:

# of clicks	TASK #1: Accept	TASK #2: Discover	TASK #3: Send
Nina	4	11	26
Lucas	6	15	31
Karl	5	5	38
Shelley	1	1	19
Josh	3	7	20
AVERAGE	3.8	7.8	26.8

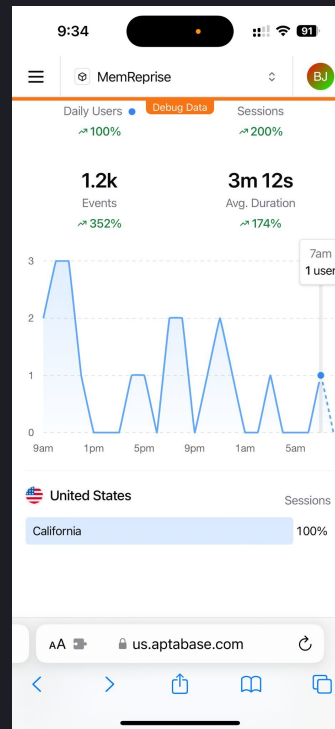
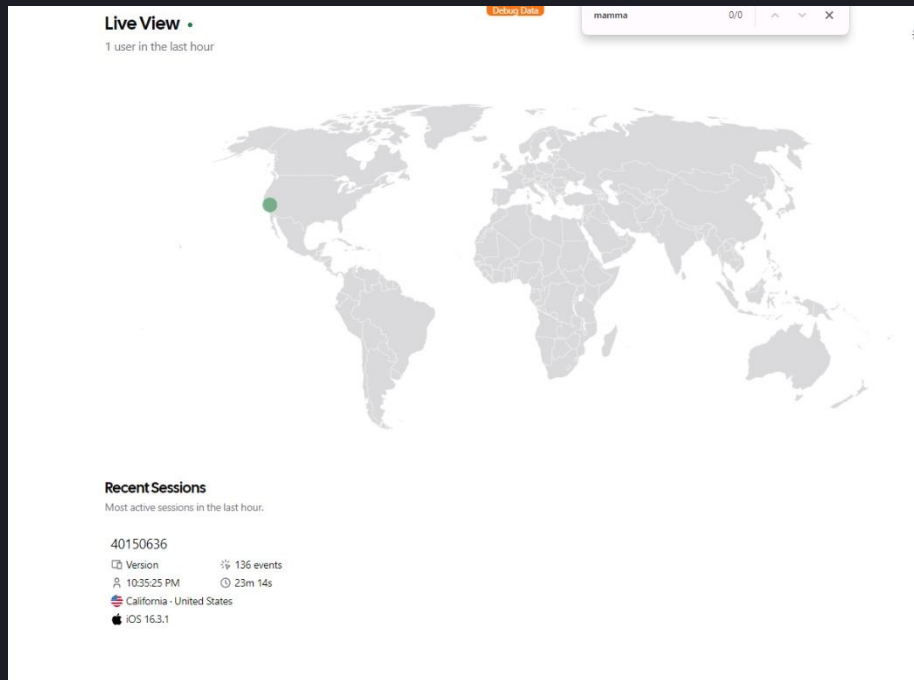
User Analytics Results:

Amount of time

Amount of time	TASK #1: Accept	TASK #2: Discover	TASK #3: Send
Nina	0:36	1:10	1:25
Lucas	0:12	0:32	1:03
Karl	0:10	0:22	3:30*
Shelley	0:15	0:20	0:50
Josh	0:12	0:30	1:13
AVERAGE	0.17	0.35	1:09 (without outlier*)

*with think-aloud protocol

User Analytics Results:



Session Timeline

170848475883343478

App Version

7:05:58 PM

28m 7s

104 events

California - United States

iOS 17.2.1

Feb 20, 2024 7:05:58 PM

Screen View

screen: LoginSignUp

7m 8s later

Feb 20, 2024 7:13:06 PM

See More Pressed

View More Pressed

context: Recent Musicboxes

See More Pressed

View More Pressed

context: Recent Musicboxes

1s later

See More Pressed

View More Pressed

context: Recent Musicboxes

Results: Critical Incidents



NINA's feedback:

- (-) App should **provide clear descriptions or tutorials** for features like music boxes to help new users understand
- (-) Enhance **navigation and keyboard experience** by making screens scrollable

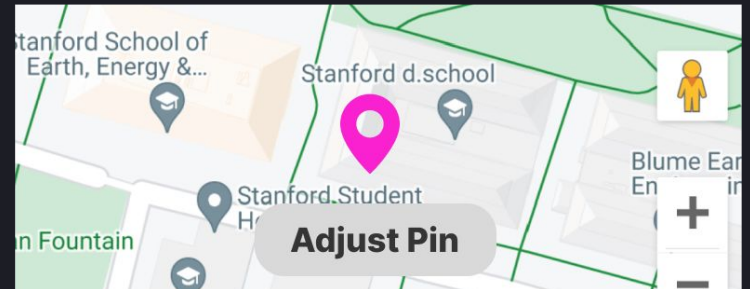


Results: Critical Incidents



LUCAS' feedback:

- (+) **Sorting playlists by location** is a **convenient** way to discover new songs for different occasions.
- (-) When discovering playlists, have an **interactive map with pins** of where playlists are instead of having a scroll view.

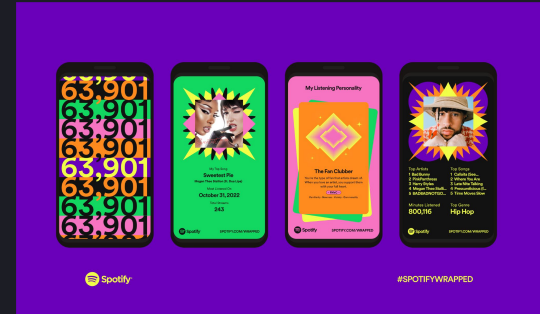


Results: Critical Incidents



KARL'S feedback

- (-) No personal investment to actively engage with the app
- (-) Wants a more interesting copywriting style and color scheme for clarity and engagement (like Spotify)
- (-) Tabs and navigation felt unpolished



Results: Critical Incidents



SHELLY'S feedback

- (+) “I think it would be fun to be able to send and receive different music boxes. That's cool.”
- (-) Navigation tabs was confusing due to it not being correctly labeled, making it especially difficult to send a music box.
- (-) Extraneous buttons and pages that are not yet fully implemented added confusion.



Home



Mix



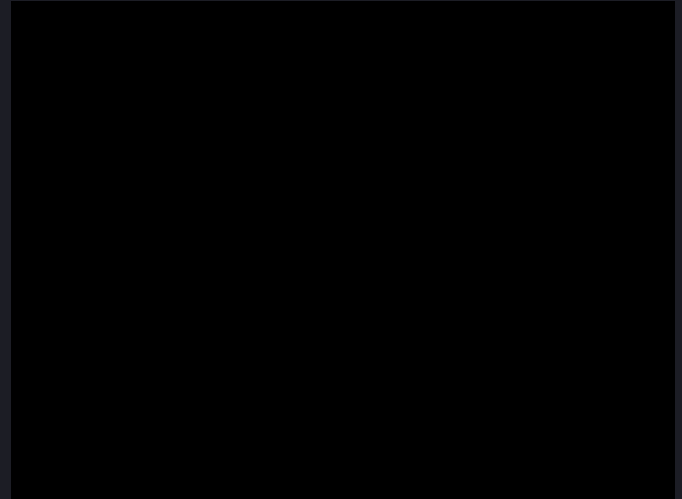
Discover

Results: Critical Incidents



JOSH's feedback

- (+) “I love the premise! I was just sharing a song I was listening to with a friend this morning!”
- (-) Navigation bar was confusing with how the tasks were phrased - task phrasing was more clear



04.2

Discussion






Learnings

Main takeaways:


1. **Clearer feature guidance** needed
2. **Map interactivity** would be fun and boost engagement
3. **Navigation** simplicity is key
4. The social element really resonated but the design could **be more fun** to match the vibe

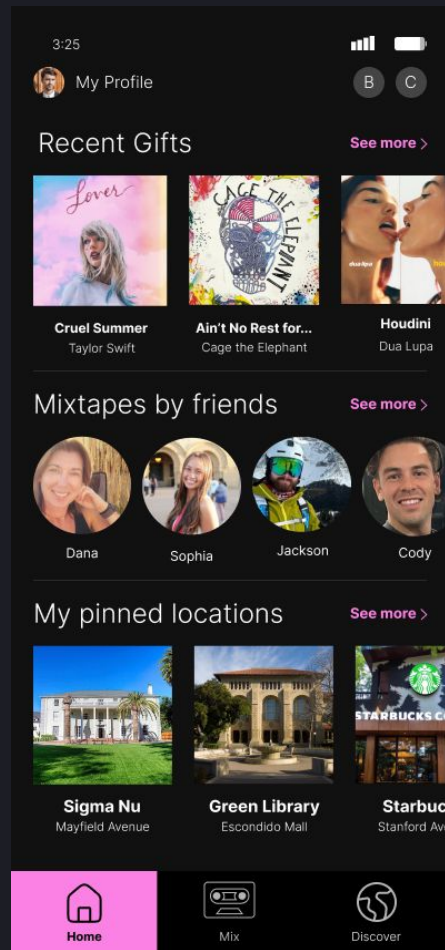
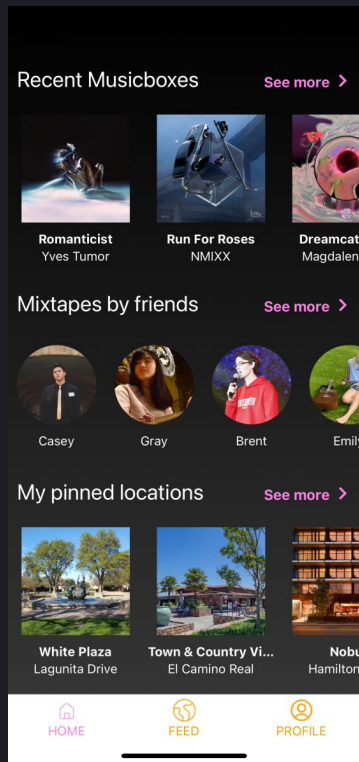
Action Plan

Next steps in response to learnings:


1.  Add interactive feature tutorials
2.   Deploy interactive playlist maps
3.  Simplify and clarify navigation
4.  Increase the fun factor by introducing creative copy, groovy typography, and delightful experiences

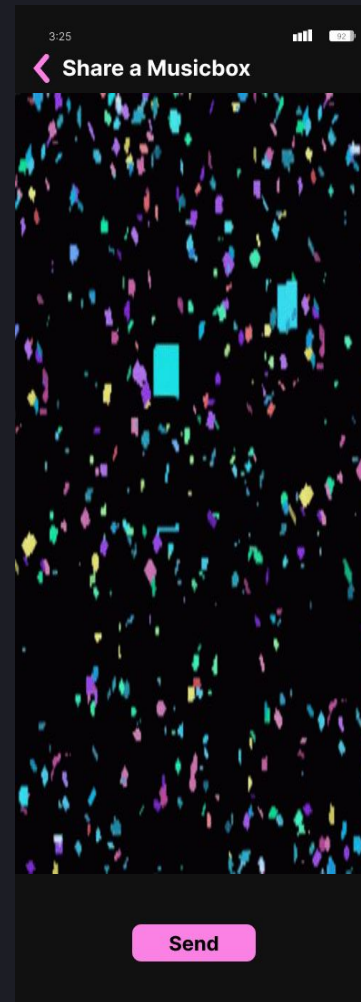
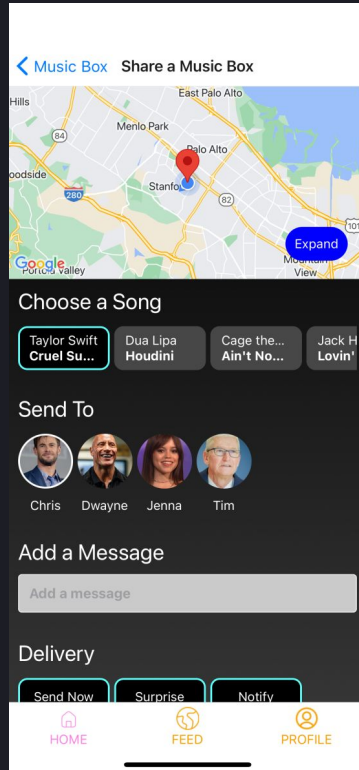
Interface Changes

 Simplify
and clarify
navigation



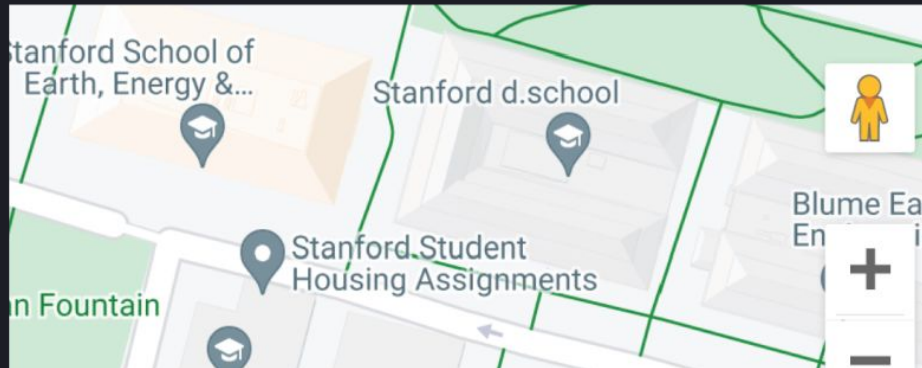
Interface Changes

 Increase
the fun factor



Tech Difficulties & WOZ

- Receiving a **geo-location-based gifts** was hard to simulate - had to be simplified to adapt to range of testing locations
- Playlist locations were Wizard of Oz, so fetching **location-specific landmarks** for **playlist locations** was not feasible during testing



Testing in the wild

- Our app can really be used anywhere, anytime - and that's the point! (kind of like Snapchat) which makes testing in the “wild” both convenient and tricky
 - For our next full experiment, we'd love to do a “follow-along” study throughout our user's day



thanks

any questions?

05

Appendix

Components

Send

PillPressable (existing; modify)

Recent Gifts

Header1 (existing; modify)

Taylor Swift
Cruel Summer

Jack Harlow
Lovin on Me

PillSelectable
props: isSelected

◀ Share a Musicbox

BackButton
props: Header1 or no (string)

Our first kiss, remember?

MessageInput

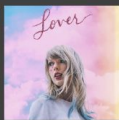


Brent



Dana

ProfilePressable
props:
isSelected (bool)
size (int)
link (to component/screen)



Cruel Summer
Taylor Swift



Sigma Nu
Mayfield Avenue

Song (existing; modify)
refer to TracksScreen for
FlatList implementation

See more >

View Mixtape >

MoreButton

V3 Simplified

Components isable (existing; modify)

Recent Gifts Header1 (existing; modify)

PillSelectable
props: isSelected

BackButton
props: Header1 or no (string)

MessageInput

ProfilePressable
props:
isSelected (bool)
size (int)
link (to component/screen)

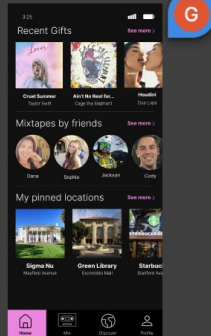
Song (existing; modify)
refer to TracksScreen for
FlatList implementation

See more > View Mixtape > MoreButton

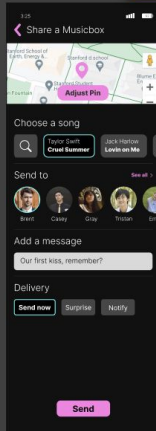
V3 Home



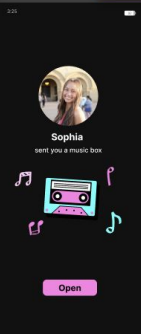
V3 Home



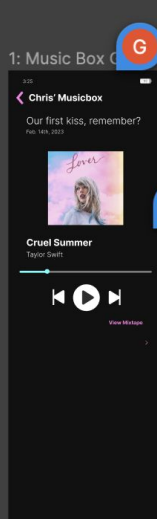
3: V3 Share Musicbox



4: V3 Receive Musicbox



1: Music Box



2: Playlist

